MR. FARNOL

With UNITED ARTISTS

AROUND THE WORLD

KEEPING SALES OFFICES ALL OVER THE WORLD IN TOUCH WITH UNITED ARTISTS ACTIVITIES

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LOBBY IS SHOW WINDOW OF THEATRE

There has been some recent agitation in the American motion picture trade press regarding the still widely prevalent use by short-sighted exhibitors of shoddy advertising material in their theatre lobbies.

Judging by what I have seen in my travels abroad, there are many foreign exhibitors who pursue the same narrow, penny-wise-and-pound-foolish policy. Talk to such a man and you invariably find he is the type who considers all advertising an expense, instead of an investment.

It has always been a profound mystery to me why any exhibitor owning a theatre worth thousands of dollars should deliberately set out to depreciate his property and jeopardize his investment by putting cheap, second-hand posters and photos in his lobby.

How can a man be so lacking in intelligence, vision, and plain ordinary common sense?

Why, the most milk-fed tyro in show business realizes that the lobby is the show window of the theatre. Suppose the proprietor of a department store put a lot of seedy, second-hand articles in his show window. Do you think people would be drawn there to buy? Of course not!

Folks judge his merchandise by what he puts in his show window; and they will pass by his store and give their trade to the progressive merchant, who dresses his show window in the most pleasing manner possible with clean, fresh, attractive merchandise.

The exhibitor who puts out a dirty, torn one-sheet - who displays samples which are inferior to what he has to sell - can't blame the public for refusing to buy. He may be showing the best pictures on the market, but there is nothing in his lobby - his show window - to indicate it.

If he would pay more attention to his lobby, his lobby would attract more attention to his theatre!

Arthur W. Kelly
Vice-President & Treasurer

"JOE PALOOKA", FAMOUS CARTOON CHARACTER, WILL BE FILMED - FEATURES JIMMIE DURANTE

Joe Palooka, the Ham Fisher cartoon character, who appears daily in more than 125 newspapers throughout the United States, is going into the movies. Jimmie Durante, of the elongated nose - pardon, we mean schnozzle - will be one of the principal members of the cast. The production will be made by Edward Small for release through United Artists. Durante will play the role of Nobby Walsh, Palooka's fight manager, and several well known Hollywood players are now being considered for the prizefight role. A hundred percent laugh attraction is certain to be the result. According to estimates, Joe Palooka is read daily by more than 24,000,000 persons.

JOLSON FILM BAPTIZED

Al Jolson's picture, made under the tentative title of "Happy Go Lucky," has been permanently baptized and will be released as "Hallelujah, I'm a Bum." The star comedian is now putting the finishing touches to his new vehicle, and will soon return to New York to begin his series of nation-wide radio broadcasts on the Chevrolet hour.

SOCIETY PEOPLE EXPLOIT "SCARFACE" IN B. A.

We've got to hand it to Guy P. Morgan, manager in Argentina, for being a resourceful man. According to dictionary definitions, a resourceful man is one who, when he cannot do a thing one way, does it another. Faced with the problem of releasing "Scarface" in Buenos Aires, and knowing that the first-run public were lukewarm about gangster pictures, he decided to turn an apparent liability into a decided asset, by enlisting the active support of the society folks.

He turned over the premiere tickets at regular admission prices to "Ave Maris Stella," a charitable organization run by society people. They resold the tickets at increased prices to members and supporters, with the result that the entire theatre was jammed at the opening night with the cream of Buenos Aires' society. Word-of-mouth advertising, plus the distribution of 200,000 heralds dropped from an airplane over the city and a special showing for the police who endorsed the film, were added factors in the picture's outstanding success.

MICKEY MOUSE CHRISTMAS

Right now is the time to think up publicity and exploitation ideas for making this Christmas a Mickey Mouse Christmas. Considering the money theatres have made on these Walt Disney cartoons, it is no exaggeration to say that Mickey is a perennial Santa Claus to exhibitors the world over. Christmas, like Mickey's birthday, offers you another swell opportunity for reaping a harvest of publicity. Let's see which office will line up the best campaign!

MICKEY MOUSE "STAMPS"

To Enrique Baez, general manager in Brazil, we doff our shining chapeau for coming through with one of the best ideas for publicizing Mickey Mouse that we have heard about. He had 10,000 postage-size stamps printed up on Mickey Mouse, and these are pasted on every letter, invoice, contract and envelope that goes out to exhibitors from the three Brazilian offices. The stamp shows a tiny figure of Mickey, with the wording: "Mickey Mouse - a real box office attraction." These stamps, which cost very little, serve as a constant and persistent reminder, and help keep exhibitors Mickey Mouse conscious. They may be mite-y in size but they are mighty in publicity value. We urge every foreign office to adopt Mr. Baez's idea. Samples of these stamps have been sent to all main offices except those in Latin and South America, which will receive the stamps from Mr. Baez direct. Thank you, Mr. Baez!

MICKEY OUR SAVIOUR!

"Moreover, people are in no mood to listen to serious lectures or even to fine poetry. They prefer to laugh at Mickey Mouse, and let him help them to forget, if only for a brief interval, the troubles that beset them. Mickey Mouse! He may save us yet."

--Excerpt from Chares Hanson Towne's Column in the New York American, November 4.

INTERNATIONAL RADIO TIEUP

ON "MR. ROBINSON CRUSOE"

The foreign publicity department at Home Office has arranged an international tieup on "Mr. Robinson Crusoe" with Grigsby-Grunow Company, manufacturers of Majestic radios, which are distributed throughout Latin and South America, as well as Spain and the Philippine Islands. Naturally, only our offices in those territories will be able to take advantage of this tieup, and these have already been advised of all the details by letter.

The Majestic radio manufacturers are so enthusiastic over the commercial possibilities of this tieup with the Fairbanks picture that they intend to spend several thousand dollars in national and local advertising on it. The first full-page ad appears in the December issue of Cine-Mundial. This magazine as well as Cinelandia will also carry a full page ad in its January issue. Local newspaper campaigns are scheduled for Brazil, Guatemala, Cuba, and eventually other countries.

If you've seen the picture, you know that a radio tieup is a "natural" for it. The pressbook also calls attention to the advantages of a radio tieup. Every office ought to make it a point to arrange local tieups with radio stores or manufacturers when "Mr. Robinson Crusoe" is released.

Note to London office: There is a possibility that we may be able to extend this Majestic tieup to Great Britain. But the Grigsby-Grunow Company in London is operated as an independent unit, and an individual deal must be worked out with them.

WHO IS HE?

He is progressive, wide-awake, energetic.
He radiates optimism and good cheer.
He is a daily dispenser of joy and happiness.
Children smile at him when he "passes" them by.
Hundreds visit him every day. His "house" is a meeting place for the best people in town.
Long ago he discovered the trademark of success.
He is looked upon as one of the solid, substantial business men in his community.
He is helping to make the world a pleasanter place to live in.
He believes in the word "Service" and all that it stands for.
His policy is, "The public be pleased."
He preaches the gospel of clean, wholesome entertainment.
He appreciates that "It pays to advertise."

He is the 100 per cent United Artists exhibitor!

THE FABLE OF THE DUMB SALESMAN

Once upon a time when the movies were still in their swaddling clothes, there was a bag of wind who figured that as a salesman, he was in the superspecial class. Because he could push an exhibitor into a corner and pry a contract out of him, he had a hard job trying to keep from patting himself on the back.

He had a fishy eye and a crooked smile. He wasn't wise to the fact that he was merely a body of hokum, full of hot air, and entirely surrounded by a big bluff. He was a past master in the art of gyping.

He never visited the same exhibitor twice. He said it was because his territory was so large. What he meant was he had a yellow streak. He was taking no chances where No.1 was concerned. Those were the happy days when film peddlers came and went as they pleased. The zoning system was still an unknown quantity.

Well, in the course of human events, the horseless carriage became popular and the movies started to blossom out as an industry. It was Joseph M. Schenck who blazed the trail. Things then started to happen with a rush. A lot of old-timers were caught in the stampede of onrushing changes and buried under an avalanche of new ideas and ideals.

A new trademark was born overnight. United Artists became synonymous with quality. The word, service, was discovered to have a meaning all its own. Exploitation proved to be the open sesame to increased box office receipts. The importance of accessories was finally recognized. The film peddler gave way to the sales representative.

It wasn't long before exhibitors stopped looking dazed and began to believe their own eyes and ears. They were still from Missouri but United Artists was rapidly showing them. The old order had changed, giving way to the new.

The next time the hot air bozo breezed in with the old line of applesauce and ye ancient strong arm tactics, the exhibitor pointed to the door and politely requested him not to slam it as he passed out. After half a dozen similar experiences, the big bluff got it through his numbskull that he was about as welcome as a mosquito on a bald spot. But before he could figure out his next move, a wire from Home Office informed him that hereafter they would try and struggle along without him.

Moral: If you can't keep up with the band, get out of the other fellow's way!

ROBB LAWSON IN LONDON LECTURE

PROPHESIES ON SCREEN'S FUTURE

According to tradepaper reports from London, Robb Lawson, our British publicity director, gave a distinguished account of himself when he lectured to the Faculty of Arts on the evening of October 26. His topic was "The Future of the Cinema," and he didn't hesitate to prophesy "that the cinema of the future will become a larger sociological factor than ever in the lives of the people." In the course of his entertaining address, Robb dealt shrewdly with critics, censorship and local authorities. After reading excerpts of his lecture we are more than ever convinced that Robb knows a lot of big words and how to use them! If we ever visit Robb in London we intend to take a dictionary along!

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FAIRBANKS SHOWS "CRUSOE"

FOR CHARITY IN TOKYO

Douglas Fairbanks, now touring the Orient, proved himself a real humanitarian, when he arrived in Tokyo. Learning that hundreds of poor Japanese children attend school without breakfast or lunch, he arranged a number of special showings of "Mr. Robinson Crusoe" at several local theatres and turned the proceeds, amounting to 35,000 yen, (about $8,500) over to the financial aid of these poor school children of Tokyo.

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U.A. MANAGER CAPITALIZES

WILL ROGERS' BRAZIL VISIT

Racine Guimaraes, manager of our Porto Alegre office in Brazil, recognizes an opportunity, even when it comes disguised as a movie star of a rival organization. Will Rogers, Fox star, recently made an airplane tour of South America and stopped off at Porto Alegre. His visit coincided with the local release of "Scarface," and Mr. Guimaraes, knowing that anything Rogers said would make the front page, decided to use the Fox player to get some free publicity. He was among those who greeted Rogers on his arrival, and in the presence of a group of newspapermen, artfully introduced the subject of "Scarface." Rogers warmly endorsed the picture, and in addition, volunteered the information that his friend, Douglas Fairbanks, had a great picture in "Mr. Robinson Crusoe." The newspapers played it up in swell style (we saw the clipping) and the picture benefited. All of which proves that Mr. Guimaraes is not only a live-wire exchange manager, but would probably make a very successful diplomat!

EXPLOITATION YEAST RAISES BOX OFFICE DOUGH

Here are additional merchandising stunts successfully used to exploit our new pictures in the U.S.A.

"Mr. Robinson Crusoe"

In Washington, theatre manager bought 100 linoleum rugs at five-and-ten-cent store and stenciled an ad on the face of each. Rugs were laid at random on sidewalks. Crowds carefully avoided stepping on them, with result they were as widely read as any outdoor ads yet attempted.

"White Zombie"

In Huntington, ad manager of Palace Theatre built a gigantic front on the marquee with mechanical wax figures and living "white zombies" all mixed up. Local folks gaped and stared trying to discover which of the figures were alive. Biggest business of season resulted!

In Pittsburgh, the exploitation stunt was described by newspapers as follows: "Lost Coffin Gives Police a Shock." Police took charge of a coffin that bounced from a truck and was abandoned in the street. Taken to the police station and opened, it was found to contain a corpse that moved. Man was placed under arrest when he confessed it was a stunt for "the picture."

"Rain"

Baltimore and Ohio Railroad on all stations between Cleveland and Chicago used one-sheet posters advertising a special rate to Chicago and saying, "While you are in Chicago, be sure and see Joan Crawford in RAIN."

In Chicago, Goodyear dealers ran cooperative newspaper ads with the headline, "Prepare for RAIN," and an illustration of Joan Crawford against a background of several girls wearing Goodyear raincoats.

In Providence, store distributed tickets reading, "This ticket, presented any rainy morning before 11 A.M. at (name of store) will entitle you FREE to a Joan Crawford Sundae during the engagement of (billing of picture) at (name of theatre and playdates)".

In Providence, a chain of restaurants advertised the picture via cards, which also carried this wording, "Are You Lucky? - Every day for a week five patrons of each Waldorf Restaurant will be our guests at the State Theatre. Watch your check number and see if it is one of the lucky five posted daily at the cashier's desk. If it is, tell the cashier when you pay your check and receive a complimentary ticket to this thrilling attraction."

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